Build-A-Bear Workshop Fact Sheet

Build-A-Bear Workshop®
Build-A-Bear Workshop, Inc. is the leading and only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. There are approximately 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the United States, Puerto Rico, Canada, the United Kingdom, and Ireland, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, and Mexico. In 2012, the company continued its innovation with the introduction of a new store design with an enhanced bear-making process with interactive features. Build-A-Bear Workshop is incorporating the new store design elements into existing stores, in addition to opening new stores.

Our Store Experience
Guests who visit a Build-A-Bear Workshop store enter a recognizable and distinctive teddy bear themed environment consisting of eight stuffed animal-making stations: Choose Me, Hear Me, Stuff Me, Stitch Me, Fluff Me, Dress Me, Name Me and Take Me Home. Store associates, known as master Bear Builder® associates, share the experience with Guests at each phase of the bear-making process. Regardless of age, Guests enjoy this special place where they create a memory with their family and friends.

At Choose Me, Guests are introduced to all the furry characters in the store and then select one, which soon becomes their new friend. There are more than 30 varieties of stuffed animals including teddy bears, bunnies, dogs, kitties and more. Build-A-Bear Workshop stuffed animals are very affordable, ranging in price from $12- $30.

At Hear Me, Guests may select from several sound choices to place inside their stuffed animal to further personalize their new friend. Sounds range from popular hits from current music to animals sounds, or Guests may record their own voice to a Build-A-Sound. The sound chip is inserted safely inside the new friend during the stuffing process.

At Stuff Me, with the help of master Bear Builder associates, Guests fill their new friend with just the right amount of stuffing. A very special step that is unique to Build-A-Bear Workshop also happens at this station. Each Guest selects a small satin heart – a Build-A-Bear Workshop trademark, adds to it his or her own love and wishes, and carefully places it inside their new furry friend.
At Stitch Me, the last seam is neatly pulled shut, nearly completing each new best friend. Before stitching the furry friend, the Bear Builder associate inserts a barcode, allowing it to hopefully be reunited with its owner if ever lost and returned to Build-A-Bear Workshop. Thousands of furry friends have been reunited through our exclusive Find-A-Bear® ID program.

At Fluff Me, the Guest brushes the stuffed animal to make sure his or her new friend is well groomed.

At Dress Me, Guests may dress their new friend in the latest furry fashions. This station features clothes and accessories for all occasions.

Guests then stop at the Name Me computer, where they answer several questions about their new furry friend, including the birth date and of course, its name. This information is used to create a personalized birth certificate for the stuffed animal.

Finally, Guests conclude their in-store bear-making experience at the Take Me Home station, where they receive their customized birth certificate and a special Stuff Fur Stuff® club membership, a rewards program for our Guests. Each new furry friend is then placed in their very own Cub Condo® carrying case, which is designed as a handy travel carrier and new home.

Newly Imagined Stores
The newly imagined Build-A-Bear Workshop stores combine the love of a teddy bear with the best of digital technology. Guests who visit the new stores will see noticeable changes to the company’s trademarked stuffed animal-making experience starting with an interactive storefront that is enabled by Microsoft’s Kinect technology. Guests can play games and view the latest product offerings as they enter the store. Other aspects of the bear-making process that have been updated with technology include the Love Me station, Hear Me station, Fluff Me station and Name Me station.

- The Love Me station allows Guests to customize their furry friends with special personality attributes displayed as emoticons on an interactive table. Guests add unique traits - like brave, silly, and smart - to their red satin heart, which is added to their stuffed animal during the Stuff Me process.

- The Hear Me station features an assortment of high quality sounds that can be added to stuffed animals. Using an interactive touch screen, Guests can select and load popular hits from current music, sounds, or their own voice onto a chip to further personalize their stuffed animal.

- The Fluff Me station is a digital bathtub with sensory effects such as virtual bubbles that appear when play soap is placed on the “water surface.”
• The **Name Me** station, where Guests use a viewfinder or “Bear-O-Scope” to reveal the special attributes they added to their stuffed animal. At Name Me, Guests also create a one-of-a-kind birth certificate that includes a photo of their new furry friend.

**Our Furbulous Fashions**

Guests are able to express the true personality of their new best friend by choosing from hundreds of outfits and accessories. Build-A-Bear Workshop stays on the cutting edge of furry style by partnering with fashion leaders and brands from around the world, including Hello Kitty®, Disney® and Girl Scouts of the USA.

Furry friends can also suit up in officially licensed sports stuff. Build-A-Bear Workshop offers bear-sized MLB®, NBA and NFL, and NHL® gear. Team specific items are sold in select markets and all merchandise is available at buildabear.com. Build-A-Bear Workshop also licenses a variety of college and university logos which are sold on bear-sized Tiny Tees® shirts.

**Build-A-Party®**

To provide the fun of making a furry friend to groups—birthday parties, scout troops, field trips, company outings and family reunions—Build-A-Bear Workshop offers a Build-A-Party® program. This exclusive service allows Guests to plan and customize their own party with pre-selected animals, clothes and accessories. At a Build-A-Party, a party leader guides Guests through each step of the fun-filled bear-making experience and plays special games available only during parties. Build-A-Bear Workshop parties are easy to host and Guests go home with a furry friend they make together! With a schedules party, Build-A-Bear Workshop provides:

- a party leader to help keep your Guests entertained
- a photo for you to remember your party
- a gift for all party Guests
- printable invitations and thank you cards

**Wherever Families Go To Have Fun**

In addition to traditional mall-based locations, Build-A-Bear Workshop extends its experience to places where families go to have fun. Brands include a make-your-own Fredbird Major League Baseball® mascot store at Busch Stadium and various Build-A-Dino® stores. Build-A-Bear Workshop operates these non-traditional store locations within Busch Stadium, the Saint Louis Zoo, the Saint Louis Science Center, and stores located within select Rain Forest Café® and T-Rex Café locations.

**Making a Difference**

Build-A-Bear Workshop believes in the teddy bear philosophy of being good people and good bears. Throughout its history the company has given Guests a voice to support causes that are important to them, helping children, families, animals and the environment. Since the company’s inception, Build-A-Bear Workshop has donated more than $41 million to these causes.
In 2004, Build-A-Bear Workshop launched the **Huggable Heroes®** program as a way to recognize and honor young people that have impacted their own neighborhoods, schools and communities by giving of themselves to others. It is a program that empowers and inspires children to get involved as Build-A-Bear Workshop believes that young people can establish change in their communities. Each year, Guests are invited to nominate a young person they know that is making a difference and helping others. Those selected as Huggable Heroes receive a donation to their cause, and an educational scholarship. Over the course of the program, over 100 kids have been named Huggable Heroes and have collectively been awarded nearly one million dollars in donations and scholarships. Many started their own nonprofit organizations and inspired others to join their causes, encouraging tens of thousands of young people to make a positive difference in their communities and around the world.

Build-A-Bear Workshop also provides financial support for non-profit organizations throughout the country with grants from our corporate foundations. The foundations extend a helping paw to programs in the areas of children’s health and wellness, literacy and education, the preservation of endangered animals and their habitats, domestic pets, disaster relief programs and environmental concerns.

**Connecting with Build-A-Bear Workshop**
The Build-A-Bear mobile App offers fun, engaging games for kids to play on the go, and alerts to help moms know about new furry friends and promotions going on at Build-A-Bear Workshop. In 2012, Build-A-Bear Workshop launched their mobile website that has allowed Guests access to easy shopping on-the-go on their smartphone or tablet. The company is continuing to develop new apps for the iOS and Android platforms. Additionally, Build-A-Bear Workshop communicates with Guests via text messages to share news on current products, promotions and brand engagement materials.

**Award Winning Bears**
Build-A-Bear Workshop continues to redefine the concept of mall-based entertainment retail. In doing so, the company has been recognized by the retail industry with numerous awards including the **FORTUNE 100 Best Companies to Work For®** list and the **Good Housekeeping Seal of Approval**. For a complete list, visit the company’s award-winning website at [buildabear.com](http://buildabear.com).

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